

# BENEFITS OF CYBER SECURITY

Cyber security is essential for everyone who uses digital instruments.

Basically cyber security is use to protect our digital data from cyber-attack, in today's world almost everyone, from every age group is using smartphones and they are in constant risk of cyber-attack like, hacking of their device to track them, to expose their data, to steal their data, money laundering and many more crimes. It's hard to track digital world criminal so to avoid this kind of situation cyber-security plays a role by stopping online threats.

## ✓ **Why is it important to have cyber security:**

- Preventing financial fraud and embezzlement.
- Protection of intellectual property.
- Prevention of cyber espionage.
- Prevention of fraud through financial transactions.
- Improves customer confidence.
- Data protection from not permitted access, loss or erasure.

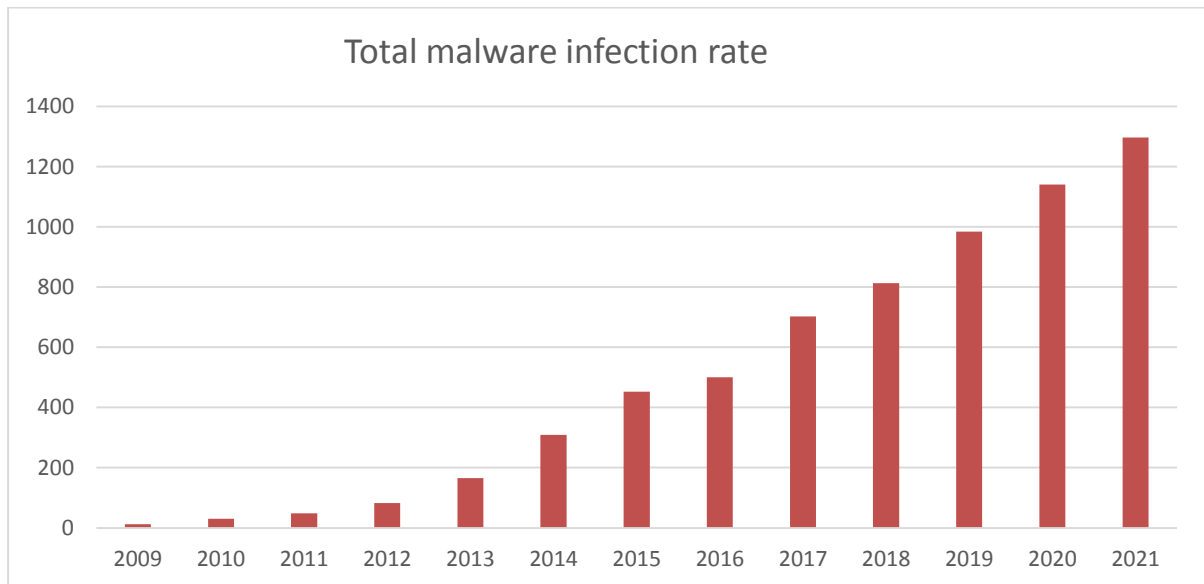
## ✓ **What can you face if there is no cyber-security?**

- Denial-of-Service attack and Distributed Denial-of-Service attack
- Phishing Attack
- Vishing Attack
- Viruses
- Malware Attack
- SQL Injection Attack
- Man-in-the-Middle Attack
- Password Attacks
- Spyware and Key loggers



### ✓ **Career in cyber-security.**

As mention above world is going digital, everything is well linked, so growth of digitalization leads to growth of opportunity and threats. so do increasing need or demand for cyber security professionals.



As shown in chart day by day crime is raising, so that's why jobs related to cyber-security are in demand like:

- Network Security Engineer.
- Cyber Security Analyst.
- Security Architect.
- Cyber Security Manager.
- Chief Information Security Officer (CISO).
- Information Security Manager.
- Cyber-security Engineer.
- Application Security Engineer.

### ✓ **Best cyber-security companies:**

- |                      |            |
|----------------------|------------|
| > Palo Alto Networks | > Zscaler. |
| > Fortinet           | > Cisco    |
| > Crowdstrike        | > IBM      |
| > OneTrust           | > Okta     |



## ✓ Benefits of learning cyber-security

It is projected that data breaches and similar attacks cost companies about \$400 billion each year. Therefore, the cost of cyber-security training is worth if it prevents even a single attack.

If you are well trained in cyber-security you can grow customer base. In survey it is found that if your customer feels safe he is looking forward to invest more than what he is investing at present, and promote awareness of your company.

So you would raise customer loyalty and retain customer trust and you could have more genuine customer by his reference.

Time is very important thing in any business, usually barrier in any business is unwanted or unplanned scenario. If you are on digital platform you would be familiar with words like hack, corrupt, virus and so on. To avoid this waste of time and insecurity of data, cyber-security training is very essential.

If you are certified professional in cyber security you will get endless amount of job opportunity in country as well as out of country with good amount of pay scale.